

IN THE CLAIMS:

Please cancel claims 1-20 and insert the following new claims 21-48: ,

21. A method, comprising the steps of:

- (a) determining a health profile of a person;
- (b) receiving a desired lifestyle parameter of the person; and
- (c) proposing a nutritional plan for the person, based on the health profile,

desired lifestyle parameter, a nutritional information database and information relating to available nutritional products.

22. The method according to claim 21, wherein:

said proposing step further comprises the steps of:

- (i) providing information relating to a plurality of available nutritional products, the information comprising contents and cost;
- (ii) determining economic constraints for the nutritional plan; and
- (iii) optimizing the proposed nutritional plan for the person based on the health profile, desired lifestyle parameter, nutritional information database, information relating to available nutritional products, and economic constraints to improve a predicted health status of the person following the proposed plan.

23. The method according to claim 21, further comprising the steps of determining a risk tolerance of the person and further optimizing the proposed plan to achieve a maximum benefit within the determined risk tolerance.

24. The method according to claim 21, further comprising the step of analyzing the proposed plan for health safety of the person.

25. The method according to claim 21, further comprising the steps of receiving feedback from the person relating to the proposed plan and reoptimizing to generate a revised proposed nutritional plan.

26. The method according to claim 22, wherein the economic constraints comprise a budget.

27. The method according to claim 26, wherein the nutritional information database is remote from the person.

28. The method according to claim 21, wherein the lifestyle parameter invokes at least one of a plurality of potential optimization procedures for optimizing a proposed nutritional plan for the person.

29. The method according to claim 21, further comprising the step of transacting a sale of at least one proposed nutritional supplement with the person.

30. The method according to claim 29, wherein said sale comprises an electronic data transmission between a client system and a server system.

31. The method according to claim 21, further comprising the steps of receiving economic considerations from the person and optimizing the proposed nutritional plan further based on the economic considerations.

32. The method according to claim 21, further comprising the step of analyzing a proposed nutritional plan for consistency.

33. The method according to claim 21, wherein the nutritional information database stores nutrient value information relating to a plurality of available nutritional supplements.

34. The method according to claim 21, further comprising the steps of:

- (d) determining a health profile of at least one other person; and
- (e) receiving a desired lifestyle parameter of the at least one other person,
- (f) wherein said proposing a nutritional plan comprises proposing for the

person and the at least one other person, based on the health profiles, desired lifestyle parameters, a nutritional information database and information relating to available nutritional products, a common nutritional plan.

35. The method according to claim 21, further comprising the step of providing information relating to a nutritional product by reference to an encoding on a container of a respective nutritional product.

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36. The method according to claim 21, further comprising the step of providing a hand-held computer adapted for implementing said method, and outputting the proposed nutritional plan in human comprehensible form from the hand-held computer.

37. The method according to claim 21, further comprising the step of providing a client terminal having a human user interface for the person, providing a server for receiving information from the user and generating the proposed nutritional plan, and communicating between the client terminal and server over a computer network.

38. The method according to claim 37, wherein the computer network communicates employing the IP protocol.

39. The method according to claim 37, wherein the computer network comprises the Internet.

40. An apparatus for performing the method according to claim 21.

41. A computer readable media, having recorded thereon a series of computer implemented instructions for controlling a computer to execute the method according to claim 21.

42. The medium according to claim 41, the method further comprising the steps of generating a graphic user interface and interacting with the person through the graphic user interface.

43. The medium according to claim 41, the method further comprising the steps of communicating between a client computer in proximity to the person and a server through a computer network.

44. A method, comprising the steps of:

- (a) determining a health profile of a person;
- (b) receiving a desired lifestyle parameter of the person;
- (c) receiving information relating to a proposed nutritional product for ingestion by the person;
- (d) evaluating the proposed nutritional product for ingestion based on the health profile, desired lifestyle parameter, a nutritional information database and a database of available nutritional products.

45. The method according to claim 44, wherein the information relating to the proposed nutritional product for ingestion is interpreted from a computer readable printed code.

46. The method according to claim 44, wherein the computer readable printed code is a UPC encoding on a container of a nutritional supplement.